



GB 2292474A

(12) **UK Patent Application** (19) **GB** (11) **2 292 474** (13) **A**

(43) Date of A Publication 21.02.1998

(21) Application No 9416056.1

(22) Date of Filing 09.08.1994

(71) Applicant(s)

Robina Stretch
48 Suffolk Place, PORTHCAWL, Mid Glamorgan,
CF36 3EB, United Kingdom

(72) Inventor(s)

Robina Stretch

(74) Agent and/or Address for Service

Robina Stretch
48 Suffolk Place, PORTHCAWL, Mid Glamorgan,
CF36 3EB, United Kingdom

(51) INT CL⁶

G09F 7/04

(52) UK CL (Edition O)

G5C CEQ C201

(56) Documents Cited

GB 1488561 A WO 85/00456 A US 4310978 A

(58) Field of Search

UK CL (Edition M) B6A ADE , B6P PMAA PMAB , B8F

FBE FBG , G5C CBF CBG CBL CEQ

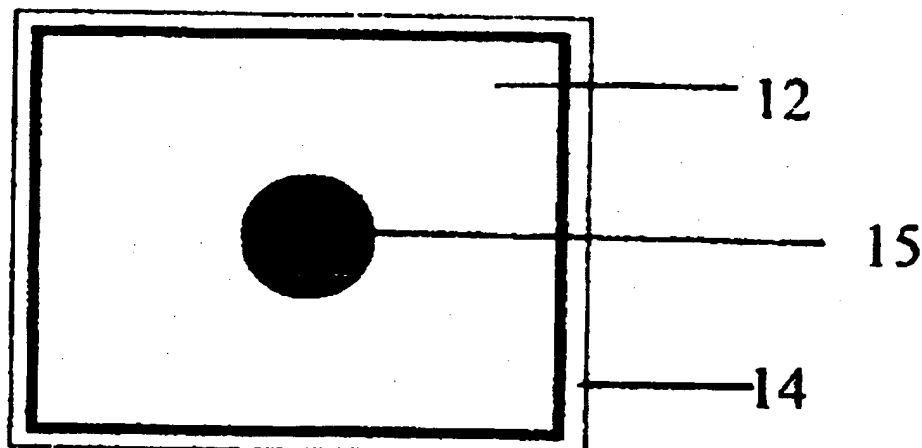
INT CL⁵ G09F

Online databases: W.P.I

(54) **Magnetic business card**

(57) A magnetic business card comprises a computer generated design printed on to card, laminated and with a magnet 15 applied to the reverse so that the finished product can be used as an advertising/promotional or message device. The card can be attached to any magnetic surface, such as, a refrigerator in the home or magnetic board in an office. The magnetic business card could be used for pinning notes to a magnetic surface while functioning as a handy reference to a particular name, address, telephone number or service This magnetic business card will provide a method of disseminating information to either the general public or specific interest groups within the general public. Individual companies or businesses or service providers can make use of the method. This invention provides a durable relatively inexpensive and novel way of providing and reinforcing information.

Fig 5



BEST AVAILABLE COPY

GB 2 292 474 A

Fig 1.

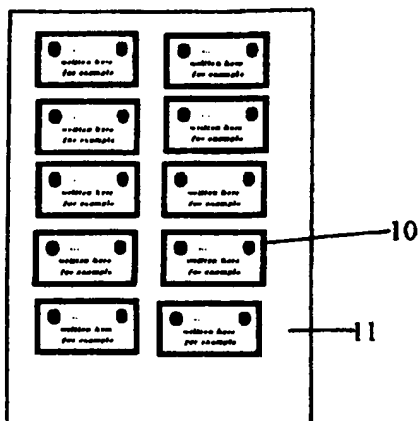


Fig 2.

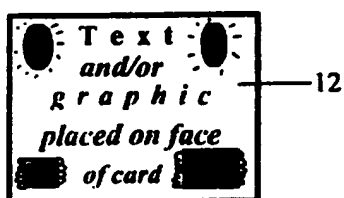


Fig 3

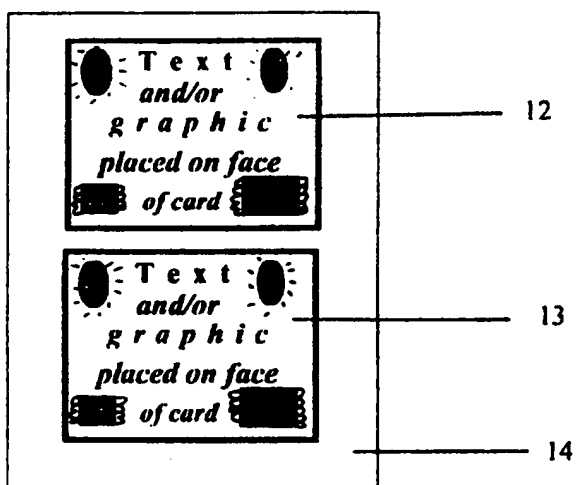


Fig 4

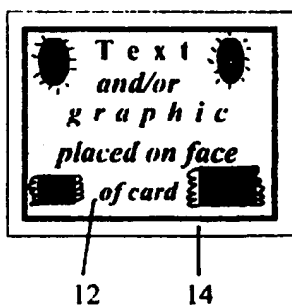
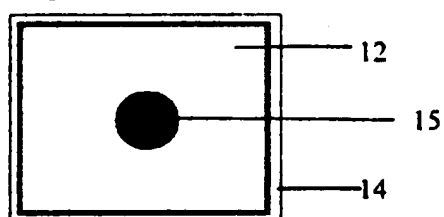


Fig 5



BEST AVAILABLE COPY

A Magnetic Business Card.

This invention relates to an advertising, promotional or message device in the form of a magnet for display on any magnetic surface.

Magnets have been used for decorative, marking, attachment and promotional purposes on refrigerators in the home and magnetic surfaces in offices. This invention provides a method of disseminating information to either the general public or specific interest groups within the general public by means of a laminated card with a magnet attached. Individual companies or businesses or service providers can make use of the method. This invention provides a durable, relatively inexpensive and novel way of getting peoples attention. The magnetic business card could be used for pinning notes to a magnetic surface while functioning as a handy reference to a particular name, address, telephone number or service.

According to the present invention there is provided an individually tailored computer generated message with or without graphic, black and white or coloured, with plain or computer enhanced text. This is then printed from the computer on to coloured or white card as appropriate to the design and cut to agreed size and laminated with a minimum 250 micron density laminate using a laminating machine for this process. The laminate is trimmed back to size of card and a ceramic magnet glued to the back. The magnetic laminated card can then be applied to any magnetic surface.

A specific embodiment of the invention will now be described by way of example with reference to the accompanying drawing in which:-

- Fig 1: Shows an illustration of the computer generated printed card.
- Fig 2: Shows printed material cut to size.
- Fig 3: Shows positioning of a card in a sheet of no less than 250 micron density laminate
- Fig 4: Shows laminate after being processed and trimmed to size of card.
- Fig 5: Shows reverse of laminated card with magnet attached.

Referring to the drawing, Fig 1 shows an illustration of the computer generated printed material 10. For the purposes of this example the image 10 shown is say 5cm by 4 cm repeated say 10 times on an A4 sheet of paper card 11 which could be coloured or white as appropriate to the design.

Fig 2 shows one image 10 cut to size to make an individual paper card 12.

Fig. 3 shows the individual paper card 12 placed alongside another 13 in a sheet of laminate 14 not less than 250 micron density. This is then put through a laminating machine which heat seals the laminate around the paper card 12.

Fig 4 shows a single laminated card 14 trimmed to approximately 2mm of edge of paper card 12 to ensure that heated seal remains intact around card.

Fig 5 shows the reverse of laminated card 14 with, in this example, a 14 x 3 mm ceramic disc magnet 15 having been glued to the back.

CLAIMS

1. **A laminated card, displaying information designed using a computer and then printed and sealed within a not less than 250 micron density laminate and a magnet attached to the reverse. This product can then be used as an advertising/promotional or message device.**
2. **A magnetic business card as claimed in Claim 1 for use on a refrigerator in the home.**
3. **A magnetic business card as claimed in Claim 1 for use on a magnetic surface in an office environment for promoting outside services.**
4. **A magnetic business card as claimed in Claim 3 for use in an office for promoting in house messages.**

Patents Act 1977
Examiner's report to the Comptroller under Section 17
 (Search report)

3

Application number
 GB 9416056.1

Relevant Technical Fields

(i) UK Cl (Ed.M) B6A (ADE); B6P (PMAA, PMAB); B8F
 (FBE, FBG); G5C (CBF, CBG, CBL, CEQ)

(ii) Int Cl (Ed.5) GO9F

Search Examiner
 R A H CASLING

Date of completion of Search
 12 SEPTEMBER 1994

Databases (see below)

(i) UK Patent Office collections of GB, EP, WO and US patent specifications.

(ii) ONLINE DATABASES: WPI

Documents considered relevant following a search in respect of Claims :-
 1-4

Categories of documents

- | | |
|--|---|
| <p>X: Document indicating lack of novelty or of inventive step.</p> <p>Y: Document indicating lack of inventive step if combined with one or more other documents of the same category.</p> <p>A: Document indicating technological background and/or state of the art.</p> | <p>P: Document published on or after the declared priority date but before the filing date of the present application.</p> <p>E: Patent document published on or after, but with priority date earlier than, the filing date of the present application.</p> <p>&: Member of the same patent family; corresponding document.</p> |
|--|---|

Category	Identity of document and relevant passages	Relevant to claim(s)
X	GB 1468561 (BEVAN) see page 2 line 45 et seq and page 2 lines 81-82	1 at least
X	WO 85/00456 (STEMM) see page 4 line 8 et seq	1 at least
X	US 4310978 (STERN) see column 4 lines 24-25 and line 62, and column 7 line 38 et seq	1 at least

Databases: The UK Patent Office database comprises classified collections of GB, EP, WO and US patent specifications as outlined periodically in the Official Journal (Patents). The on-line databases considered for search are also listed periodically in the Official Journal (Patents).